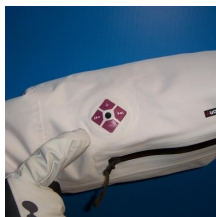


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By: Georgiana Bobolicu, Gadgets Editor



CONNECTEDwear module on a Wed'ze snowboarding jacket
Wed'ze

Fibretronic - Qio Systems Competition Is On

The battle of the wearable electronics giants has begun

Fibretronic and Qio Systems are the greatest players on the market of wearable electronics and, if so far Fibretronic was leading the competition, things have changed the moment Qio Systems launched its PANiQ module, a direct competitor for the former's CONNECTEDwear. The launch of PANiQ expanded the choices for consumers on the lookout for interactive apparel.

Fibretronic introduced its wearable electronic brand CONNECTEDwear almost exactly one year earlier, at the begin of 2008, and has been used since then by different brands in great looking apparels and bags. The CONNECTEDwear program has grown as well, offering now five different options (Volume Control, iPod Control, Wireless iPod Control, Bluetooth Music Phone Control and iPod Control with Bluetooth to connect any of the personal electronic devices on the market). All modules are available via the CONNECTEDwear online shop, which gives detailed information about all modules on offer. PANiQ, the younger alternative, started out with the iPod control module in different color options and in-ear headphones. An iPhone and BT module will follow soon. PANiQ offers, in addition to the wearable electronic modules, the browsing and purchase placement of selected interactive apparel items via their online shop. For both solutions - CONNECTEDwear and PANiQ - the apparel brands usually provide one module at the point of garment purchase to get the consumer started. Additional modules can be purchased later, as needed. The modules can be used on different garments as long as clothing or bag is either CONNECTEDwear or PANiQ ready but they are not compatible, so the choice of garment will define the system needed. The interactive fashion market is getting more populated with choices. Choices enable consumers to select the best fitting option according to their likes and needs. Perhaps other companies will join with even more interactive fashion solutions making this segment more colorful and diverse. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .